cc: RBM
ROM
Amy
Darren
SAMs
DMs
TEDs
Reps

c/m: 5/3/95

FSC-69-A	5/1/95	TO: ROM
SUBJECT:	Semi-permanent Displays	

DISTRIBUTION:

X	AVP	X	CAM	___	ELM
X	RM	X	Reg.Mil.Mgr.	___	MIL
X	RBM	___	Reg.DF Mgr.	___	DF
X	ROM	___	DM	___	REP

In 1995 semi-permanent displays should be used where base program is not in place and where you can't place a permanent component display. In addition, you can place a semi-permanent display where you have a component contract. To distinguish between a permanent and a semi-permanent display, the following contract designations have been established for semi-permanent displays:

Type	Plan	Rate	Units	
FPDT	SS		1	Self-service Full Price Display-Temporary
FPDT	NSS		1	Non-self-service Full Price Display-Temporary
SDT	Z		1	Savings Display-Temporary
SIGNT	Z		1	Temporary Signage

Though these are semi-permanent displays, payments associated with these displays will be competitive with other permanent display offers to the retail; therefore, to ensure maximum benefit is derived from these vehicles, you must be aggressive when negotiating locations with retailers. As a guide, you should follow Placement Guidelines associated with our permanent contracted displays.

If payments must be made via the Temporary Payment System, utilize the following:

For A SS Semi-permanent Full Price Display	**Utilize**	FPDT	SS
For A NSS Semi-permanent Full Price Display	**Utilize**	FPDT	NSS
For A Semi-permanent Savings Display	**Utilize**	SDT	Z
For A Semi-permanent Sign	**Utilize**	SIGNT	Z

Please direct your questions to your Region Manager or the following Sales Area Merchandising contacts:

M. L. Buckler	Ext. 1625	R. B. Grout	Ext. 2196
T. J. Sullivan	Ext. 2572	R. A. Pettorini	Ext. 1052

R. J. REYNOLDS TOBACCO COMPANY

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